

H P's

1 pkg

- Product
- Price
- Promotion
- Place

- 1 cookie
- 3 cookie

Eileen's (Business Partner)

Marketing

- school announcements
- Script / Single
- Radio Commercial
- Channel / Time (TV)
- (Short video)
- Website
- Face Book Fan Page - cookie
- Posters
- Logo

• Strengths

youth
durable product
hungry kids
"loyal customer"
charitable giver
convenient

• Weaknesses

- manufacturer
- production interests
- time constraints

• Opportunities

Basketball games

• Threats

- Revenue Stream
- (Solicit Outside Donations)